Job No. 861 February, 1956 Number Place	Screen Intervie	w No.
POR PINX AND BLUE QUESTIONNAIRES ONLY: CROSS-SECTION 10-1 OVERSAMPLE 2 4. How long ago did you fart mart to moke filter tips regularly? Less than 3 mox 11-1 Always smoked filters (vol.) 14- Camels 9 mox — less than 1½ yrs. 3 Chesterfield: Regular 1½ yrs. — less than 3½ yrs. 4 2½ yrs. — less than 3½ yrs. 5 Don't know 7 Don't know 13- Don't know 13-Y Don't know 13-Y Other king No regular brand Other regular brand No regular brand No regular brand No regular brand No regular brand		
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CROSS-SECTION 10-1 3 To 10-1 3 To 10-1 3 To 10-1 3 To 10-1 4. How long ago did you first start to smoke filter tips regularly? Less than 3 mea. 11-1 3 moa.—less than 9 moa. 2 9 moa.—less than 9 moa. 2 Camela 1½ yra.—less than 1½ yra. 3 Chestefield: Regular King 2½ yra.—less than 3½ yra. 5 Don't know 7 Don't know 7 Don't know 13-2 Don't know 13-2 Don't know 13-4 Don't know 13	No. 10 Percentage (1984)	
OVERSAMPLE 2 4. How long ago did you first start to moke filter tips regularly? 4. How long ago did you first start to moke filter tips regularly? 5. What brand of non-filter-tips rigarettee were you moking before you first started to moke filter (vol.) 14 Camels 9 mos.—less than 9 mos. 2 9 mos.—less than 1½ yrs. 3 Chesterfield: Regular King 1½ yrs.—less than 1½ yrs. 5 Don't know 7 Don't know 7 Don't know 13-Y Other regular King Paill Mail 15 Fruilip Moeries Regular King Paill Mail 15 Prolip Moeries Regular King Other regular Other regular Other king No regular brand	· · · · · · · · · · · · · · · · · · ·	
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4. How long ago did you first start to moke filter tips regularly? Less than 3 mos		2) 2) 2) 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
4. How long ago did you first start to smoke filter tips regularly? Less than 3 mos.	46.00	γ
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Less than 3 mos. 11-1 Always amoked filters (vol.) 14- 3 mos. — less than 9 mos. 2: 9 mos. — less than 9 mos. 3: 1½ yrs. — less than 1½ yrs. 3: Chesterfield: Regular King 2½ yrs. — less than 3½ yrs. 5 Don't know 7 Lucky Strike Old Gold: Regular King Don't know 7 Don't know 7 Don't know 13-1	4. How long ago did you first start to smoke filter tips regularly?	6. What brand of non-filter-tip cigarettes were you smoking before
Less than 3 most. 11-1 Always smoked filters (vol.) 14- 3 most.—less than 9 most. 2: 9 most.—less than 9 most. 3: 1½ yrs.—less than 1½ yrs. 3: Chesterfield: Regular. King. 2½ yrs.—less than 3½ yrs. 5: Herbert Tareyton. Sool. Lucky Strike. Old Gold: Regular. King. 5. Why did you first start to smoke filter tips regularly? King. Pall! Mall. 15 Finlip Morris: Regular. King. Don't know. 13-Y. Other regular. Other regular. Other regular. Other regular. Other regular.	- N - 1	you are started to anoke inter ups regularly?
Always smoked filters (vol.) 14- Camels	Less than 3 mos11-1	
S mos. — less than 9 mos. 2 Camels 9 mos. — less than 1½ yrs. 3 Chesterfield: Regular King 2½ yrs. — less than 3½ yrs. 5 Herbert Tareyton Kool Don't know 7 Lucky Strike Old Gold: Regular King 5. Why did you first start to amoke filter tips regularly? King Pall Mall 12- Regular King Pall Mall 13- Spud Other regular Cimels Contest Strike Chesterfield: Regular King Other start to amoke filter tips regularly? Other regular Cother king No regular brand		Always smoked filters (vol.)14-
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9 mos. — less than 1½ yrs		Camels
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King 2½ yrs. — less than 3½ yrs. 5 Herbert Tareyton Kool Don't know 7 Lucky Strike Old Gold: Regular King Pall Mall 15 12— Frilip Moreis: Regular King Don't know 13— Don't know 13— Other regular No regular brand		Regular
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3½ yrs. or more 6 Kool Don't know 7 Lucky Strike 9 Old Gold: Regular 8 King 9 Pail! Mall 15 12- Finilip Morris: Regular 8 King 9 Spud 9 Other regular 9 Other regular 9 Other king 9 No regular 5 Other king 9 No regular 5 No r	·	
3½ yrs. or more	21/2 yrs. — less than 31/2 yrs	Herbert Tareyton
Don't know		
Old Gold: Regular Sing Pall Mall 12- Philip Motria: Regular King 13- Spud Other regular Other king No regular brand	3 1/3 yrs. or more	Kool
Old Gold: Regular Sing Pall Mall 12- Philip Motria: Regular King 13- Spud Other regular Other king No regular brand	. We start the second of the s	
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Regular S. Why did you first start to smoke filter tips regularly? Regular Pall Mall 12- Philip Motris: Regular King 13- Spud Other regular Other regular Other king No regular brand		
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Regular King Other regular Other king No regular brand		Pal Mal
Regular King Other regular Other king No regular brand		•
Spud	12-	Philip Morris:
Spud	• •	Regular
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	Brand started	First	Second	ine i gra sessa i na emerica di sel	smoked regu-	but never smoked		Dot
tried	on	switch STP	witch	Present				kno
18_1	2041)	;————————————————————————————————————	24-1	26-1				
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4:	4	4	4:	4:, ,	0	x	x:d"}	
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XXX:		1) 7	7 *	7 ·	XXX	XXX		XX
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								XXX
XXX	XXX	9	9	XXX	XXX	XXX		XXX
xxx:			0	, o :	XXX	XXX		XX
			b. Why	v. did you choose (brand in	8a) as yo	ur regula	r bran
SK FOR	PARLIAME	NT, MARLBORO	[
BRAND	(IF ANY)		1					38
		have never tried	-					38⊶
others)?				The state of the s	• .			
			1					39-
	, t	32-						
•						_		
		33	1			Don't	know	39-1
			1					
None	or don't b	now						
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None	or den't k							
Nons	e or don't ki	now	(bra	nd in 8a)? (RECO	RD ABOV	E IN 9a, C	COLUMN));
		34- 35-	(bra		RD ABOV	E IN 9a, C	COLUMN));
	e or don't k	34- 35-	(bra	nd in 8a)? (RECO	RD ABOV	E IN 9a, C	COLUMN));
		34- 35-	(bra	nd in 8a)? (RECO	RD ABOV	E IN 9a, C	COLUMN));
		34- 35-	(bra	nd in 8a)? (RECO	RD ABOV	E IN 9a, C	COLUMN));
		34- 35-	(bra	nd in 8a)? (RECO	RD ABOV	E IN 9a, C	COLUMN)) in 9a
		34- 35-	(bra	nd in 8a)? (RECO	RD ABOV	E IN 9a, C	COLUMN)) in 9a
		34- 35- now35-Y	(bra	nd in 8a)? (RECO	RD ABOV	E IN 9a, C	COLUMN)) in 9a
None	e-or. don't-k	34- 35- now35-Y	(bra	nd in 8a)? (RECO	RD ABOV	E IN 9a, C	COLUMN)	in 9a 40+
None		34- 35- now:35-Y	(bra	nd in 8a)? (RECO	RD ABOV	E IN 9a, C	COLUMN)	in 9a) 40∸
	tried 18-1 2 3 4 5 6 7 8 19-1 2 XXX XXX XXX XXX XXX XXX XXX	tried on 18-I 20-I 2 2 3 3 4 4 5 5 6 6 7 7 7 8 8 8 19-I 2I-I 2 2 3 3 4 4 5 5 5 5 XXX 6 (Ski XXX 7 to III XXX XXX XXX XXX XXX XXX XXX XXX Ski XXX Ski XXX (Ski XXX O to 9) rd of) Which of the ded (by never tried ack of them) (REC	tried on switch 18-1 20-1 22-1 2 2 2 3 3 3 3 3 4 4 4 4 5 5 5 5 6 6 6 6 6 7 7 7 7 7 3 8 8 8 8 8 19-1 21-1 23-1 2 2 2 3 3 3 3 3 4 4 4 4 5 5 5 5 5 XXX 6 (Skip 7) XXX XXX 8+0 12) XXX XXX 8+0 12) XXX XXX 9 (Skip Skip Skip Skip Skip Skip O to 10 a) rd of) Which of the brands on the ed—(by never tried, I mean never ack of them): (RECORD ABOVE IN	tried on switch witch switch	tried on switch Present	Tried On Switch SWITCH Present Iarly	tried on switch 110 switch 12 switch 12 switch 13 switch 14 switch 15 switch	tried on switch it. 20-1 22-1 24-1 26-1 28-1 2 2 2 2 2 2 2 2 2

[Oa. What brand did you switch to when you stopped smoking. (brand in 9a)? (RECORD AT LEFT IN 10a, COLUMN):	IF RECORDED IN 13a "TRIED BUT NEVER SMOKED"—ASK FOR PARLIAMENTS, MARUBOROS AND ONE OTHER X'd BRANE IF ANY
FORADE DISCH NEXTERS TO THE HE FORM I TO BE HERE	13b. Why didn't you ever smoke (Parliaments, Mariboro, other
b. Why did you switch from (brand in 9a) to (brand in 10a)?	as your regular brand? 420 200 325 330 2
***************************************	10 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Special results of the second control of the	1-off Section 1997
and the second s	Don't know50-1
With the energy account Agency on the growth of the contract	
Den't know	Marlboro:
The state of the s	A to the state of
1a. And your present brand is is that right?	2
(RECORD AT LEFT IN 116, COLUMN):	
Section 1995 and the section of the	Don't know52-
b. Why did you switch to that brand from your previous brand?	Other: 29 June 2 may 2 may 10 m
	53-
44-	54-
	Den't know 54+
45	
	ASK EVERYONE
Don't: know	14a. If you couldn't get your regular brand, what brand wor you buy as a second choice?
	a. b. 2nd. Would
c. How long have you been smoking your present brand?	choice not buy
Less than 3 mos	Du: Maurier
3 mos.—less than 9 mos	Herb. Tareyton (filter) 33
9 mos.—less than 1½ yrs	Kent44 L & M55
11/2 yrs. less than 21/2 yrs4	Mariboro 66
•	Old Gold (filter)
2½ yrs.—less than 3½ yrs5	Regent56-158-1
3½ yrs.—or over6	Sano (filter):2:2
Don't: know.	Viceroy 33. Vogue 44
n to the second of the second	Winston 5
•	Other: filter66
12. Are there any other things you particularly like about your	I .
12. Are: there any other things: you particularly: like about: your present: brand! that you have not mentioned?	Any filter:7. XXX
	Any filter 7 XXX Go back to non-filter: Regular size 8 XXX
present brand that you have not mentioned?	Any filter 7. XXX Go back to non-filter: Regular size 8 XXX King size 9 XXX
present brand that you have not mentioned?	Any filter 7 XXX Go back to non-filter: Regular size 8 XXX
present: brand that you have not mentioned?	Any filter 7 XXX Go back to non-filter: Regular size 8 XXX King size 9 XXX Either 10 XXX None: X X X { (Ski
present brand that you have not mentioned?	Any filter 7 XXX Go back to non-filter: Regular size 8 XXX King size 9 XXX Either regular or king 0 XXX None: X X X (Sk Don't know Y Y Y to 1
present:brand that you have not mentioned? 47- 48-	Any filter 7 XXX Go back to non-filter: Regular size 8 XXX King size 9 XXX Either regular or king 0 XXX None: X X X (Sk) Don't know Y Y Y to 1
present: brand that you have not mentioned? 47- 48- Don't know	Any filter
present:brand that you have not mentioned? 47- 48-	Any filter:
present brand that you have not mentioned? 47- 48- Don't know 48-Y CHECK RECORDING BLANK AND ASK FOR ALL BRANDS NOT MENTIONED EYER: IN QUES. 7-11.	Any filter 7 XXX Go back to non-filter: Regular size 8 XXX King size 9 XXX Either regular or king 0 XXX None: X X X (Ski Don't know Y Y) to 1 b. Is there any particular filter brand that you would not 6 (Iff "yes") What brand? (RECORD ABOYE)
present: brand that you have not mentioned? 47- 48- Don't know	Any filter 7 XXX Go back to non-filter: Regular size 8 XXX King size 9 XXX Either regular or king 0 XXX None: X X X (Sk Don't know Y Y) to 1 b. Is there any particular filter brand that you would not 6 (Iff "yes") What brand? (RECORD ABOVE): c. Why wouldn't you buy that brand? Any other reasons?

15.	Here is a card with a list of words and phrases. [HAND]
Çn.	RESPONDENT YELLOW CARD) Which of these words and
	phrases: would you use to describe (Marlboro, etc.)? Any
4 L	others? Which of the words and phrases on the card would
1	you use to describe (Parliament, etc.)? (ROTATE ORDER OF
1.15	BRANDS ASKED)

	re is a card with a				
otl	rases would you use ters? Which of the w	ords and	i phrases	on the car	d would
	use to describe (Par ANDS ASKED)	iament,	etc.)?'(R	OTATE OF	DER OF
		Mari- boro	Parlia. ment	Vice- roy	Winst
1	Tastes like:a real cigarette:	11-1	14+1	17-1	20–1
2.	Man's cigarette	2	2	2	2
3.	The cleanest smoke	3	3	3	3
4.	High class		4:	4	4
5.	Snobbish	5	5	5	5
- 6.	Poorly made	6	6	6	6
7.	Too expensive	7	7	7 ¹	7
F 2. 8.	Good value				
	for money				
•	Hard to draw on			0	
1 \$1 St. 12 St. 181 at 1					
	Not enough taste More attrac-	12-1	15–1	10-1	21-1
	tive tip	2	2	2	2
13.	Too strong	3	3	3	3
	Superior quality				
. 15.	Odd or peculiar	_			_
ر په ۱۰۰۰ و پ	Mild				
	Up-to-date:				
	Distinctive				
	Satisfying				
	Easy to draw on Popular with				
	women	13-1	16-1	19-1	22+1
22.	For me	2	2 ·	2	2
23.	Not for me	3	3°	3	3:
	None or don't know	4	4	4	4
	5.00				

16.	Imagine for a minute that you were going to buy a pack of
	filter-tip cigarettes for (a truck driver, etc.)-a pack of the
	brand he would most likely smoke. Which of the brands
	listed on this card [HAND RESPONDENT PINK CARD)
	would you buy for (a truck driver, etc.) (even if you don't
	actually know one)?

	Truck driver D	. المستولية ا	Sten-	Bank
Du Maurier	23_1:	. 24– 1	_25-1	26-1
Encore	2	2	2	2
Herbert Tareyton (filt	er)3	3	3	3
Kent:	ilian di di	. 131 A .		
L & M	5:		5	5 .
Marlboro	6	6	6	
Old Gold (filter):				7
Parliament	8	8 _	8	8
Viceroy.	9	9	9°	9
Winston	0	o	0	0
Wouldn't:use filter (vol.)	x	X :	X	X
Don't know	Y	Y '	Y	Y

17. From what you know of the various brands, which of these brands of filter tips would you say has the (best taste, etc.)?'
[HAND RESPONDENT PINK CARD]

D RESPONDENT PINK CARDI								
	Best taste	Worst: taste	Best looking package		Best type of package		Most effective filter	Least effective filter
Du Maurier		28-1	29-1	30-1	31-1	32~1	38-1	34-1
Encore								
Herbert Tareyton (filter):	3:	3	3	3	3	3.	3	3
Kent	4	4	4	4	4	4:	4 !	4 1
L & M	5	5	5	5.	5	5	5	5
Mariboro	6'	6	6	6	6	6	6	6
Old Gold (filter)	7	7-	7	7-	7	7	7	7
Parliament	8	8		8	, 8	8	8	8
Viceroy	9:	9:	9	9	9 :	9	9	9
Winston	0	0	9	0	0:	0	0	0
Don't know								

you find that:	priced brands?	a de margo e e Composito de la composito de la		
You never have any trouble finding a store that	the second of th	Good buy	c.	
carries them 35-1	Hig	her for	Not a.	
i de la companya de		ed money		kny
A STATE OF THE SECOND STAT	Du Maurier40-			
A few stores don't carry them, but most stores do:2	Bncore:	.2:42+4	5	
Committee of the commit	Herbert Tareyton	\$ (* ·	•• •• •• •• •• •• •• •• •• •• •• •• ••	•
While many stores do carry them, a lot of stores don't	Herbert Tareyton (filter)	.342+7	8	
The Same of the state of the st	Kent	442=0	X	
TWO Profession (OR)	L & M	543-1	2	
Outract and the till to	Mariboro	6 48-4	•	
Unity a few stores carry your regular brand				
ty replacement keep gray or hange of Don't know 5	Old Gold (filter)			
and the second of the second o	Parliament			
b. Did you buy any filter tip cigarettes yesterday, either for	Regent41-	144-1	2	
yourself or someone else?	Sano (filter)	244_4	5	
	Viceroy	344-7	8	
Yes36-1 (Ask c)	Vogue			
No:2)				
{ (Skip to 19):	Winston		2	
Don't know3/	Other	6		
	Don't know	7∙		
c. How many did you buy?	(FOR: EACH DRIVING BOOK			
	(FOR EACH BRAIND RECO	KOED IN P.	'}'	
Production Production	- December 12 to the to the			
By the By the pack carton	c. Do you think (brand) is			oney,
	c. Do you think (brand) is don't you think they are to (RECORD ABOVE)			опеу,
	don't you think they are:			oney,
<u>pack</u> <u>carton</u> 1 pack	don't you think they are to (RECORD, ABOVE) IF RECORDED! IN: 195, ASK F	vorth the prid	e?	
	don't you think they are to (RECORD ABOVE)	vorth the prid	e?	
pack carton 1 pack 37-1 1 carton 5 2 packs 2 cartons 6	don't you think they are to (RECORD ABOVE) IF RECORDED! IN: 19b ASK FAND ONE OTHER X'd BRAND, d. Why do you think (Parl	OR: PARLIAN	e? HENT, MA	RLBO
<u>pack</u> <u>carton</u> 1 pack	don't you think they are to (RECORD ABOVE) IF RECORDED! IN: 196 ASK F AND ONE OTHER X'd BRAND,	OR: PARLIAN	e? HENT, MA	RLBO
pack carton 1 pack	don't you think they are to (RECORD ABOVE) IF RECORDED! IN: 19b ASK FAND ONE OTHER X'd BRAND, d. Why do you think (Parl	OR: PARLIAN	e? HENT, MA	RLBO
pack carton 1 pack	don't you think they are to (RECORD ABOVE) IF RECORDED! IN: 19b ASK F AND ONE OTHER X'd BRAND, d. Why do you think (Parl more than other brands?	OR: PARLIAN	e? HENT, MA	(RLBO
pack carton 1 pack 37-1 1 carton 5 2 packs 2 2 cartons 6 3 - 9 packs 3 3 or more cartons 7 10 or more packs 4 Don't know 8 (not carton) 8	don't you think they are to (RECORD ABOVE) IF RECORDED! IN: 19b ASK FAND ONE OTHER X'd BRAND, d. Why do you think (Parl more than other brands? Parliaments:	OR: PARLIAN	e? HENT, MA	(RLBO
pack carton	don't you think they are to (RECORD ABOVE) IF RECORDED! IN: 19b ASK FAND ONE OTHER X'd BRAND, d. Why do you think (Parl more than other brands? Parliaments:	OR: PARLIAN	e? HENT, MA	(RLBO
pack carton	don't you think they are to (RECORD ABOVE) IF RECORDED! IN: 19b ASK FAND ONE OTHER X'd BRAND, d. Why do you think (Parl more than other brands? Parliaments:	orth the prid	MENT, MA	(RLBO ner): 46 47
pack carton	don't you think they are to (RECORD ABOVE) IF RECORDED! IN: 19b ASK FAND ONE OTHER X'd BRAND, d. Why do you think (Parl more than other brands? Parliaments:	orth the prid	e? HENT, MA	(RLBO ner): 46 47
pack carton	don't you think they are to (RECORD ABOVE) IF RECORDED: IN: 19b ASK FAND ONE OTHER X'd BRAND, d. Why do you think (Parl more than other brands? Parliaments:	orth the prid	MENT, MA	(RLBO) 1er): 1 46- 47-
pack carton	don't you think they are to (RECORD ABOVE) IF RECORDED! IN: 19b ASK FAND ONE OTHER X'd BRAND, d. Why do you think (Parl more than other brands? Parliaments:	orth the prid	MENT, MA	(RLBO ner): 46 47
pack carron	don't you think they are to (RECORD ABOVE) IF RECORDED: IN: 19b ASK FAND ONE OTHER X'd BRAND, d. Why do you think (Parl more than other brands? Parliaments:	orth the prid	MENT, MA	46-47-
pack carron	don't you think they are to (RECORD ABOVE) IF RECORDED: IN: 19b ASK FAND ONE OTHER X'd BRAND, d. Why do you think (Parl more than other brands? Parliaments:	orth the prid	MENT, MA	46-4747.
pack carton	don't you think they are to (RECORD ABOVE) IF RECORDED: IN: 19b ASK FAND ONE OTHER X'd BRAND, d. Why do you think (Parl more than other brands? Parliaments:	orth the prid	MENT, MA	46 47. 48.
pack carron	don't you think they are to (RECORD ABOVE) IF RECORDED: IN: 19b ASK FAND ONE OTHER X'd BRAND, d. Why do you think (Parl more than other brands? Parliaments:	OR: PARLIAN IF ANIT iaments, Mari	know	46-47-48-5, 49-
pack carton	don't you think they are to (RECORD ABOVE) IF RECORDED: IN: 19b ASK FAND ONE OTHER X'd BRAND, d. Why do you think (Parl more than other brands? Parliaments:	OR: PARLIAN IF ANIT iaments, Mari	MENT, MA	46-47-48-5, 49-
pack carron	don't you think they are to (RECORD ABOVE) IF RECORDED: IN: 19b ASK FAND ONE OTHER X'd BRAND, d. Why do you think (Parl more than other brands? Parliaments:	OR: PARLIAN IF ANIT iaments, Mari	know	46-47-48-5, 49-
pack carton	don't you think they are to (RECORD ABOVE) IF RECORDED: IN: 19b ASK FAND ONE OTHER X'd BRAND, d. Why do you think (Parl more than other brands? Parliaments:	OR: PARLIAN IF ANIT iaments, Mari	know	46-47-48-5, 49-
pack carron	don't you think they are to (RECORD ABOVE) IF RECORDED! IN: 19b ASK FAND ONE OTHER X'd BRAND, d. Why do you think (Parl more than other brands? Parliaments:: Marlboros:	OR: PARLIAN IF ANIT iaments, Mari	know	46-47-48-49-
pack carron 1 pack 37-1 1 carton 5 2 packs 2 2 cartons 6 3 - 9 packs 3 3 or more cartons 7 10 or more packs 4 Don't know 8 (not carton) 8 d. Where did you buy them? Drugstore 28-1 Vending machine 4 News-cigar stand or store 2 Other 5 Grocery store or supermarket 3 Don't know 6 94. To your knowledge, is the price of some filter tip brands higher than others, or do they all cost the same amount? Some prices higher than others 39-1 (Askib)	don't you think they are to (RECORD ABOVE) IF RECORDED! IN: 19b ASK FAND ONE OTHER X'd BRAND, d. Why do you think (Parl more than other brands? Parliaments:: Marlboros:	OR: PARLIAN IF ANIT iaments, Mari	know	46- 47- 48- 49-
pack carron 1 pack 37-1 1 carton 5 2 packs 2 2 cartons 6 3 - 9 packs 3 3 or more cartons 7 10 or more packs 4 Don't know 8 (not carton) 8 d. Where did you buy them? Drugstore 28-1 Vending machine 4 News-cigar stand or store 2 Other 5 Grocery store or supermarket 3 Don't know 6	don't you think they are to (RECORD ABOVE) IF RECORDED! IN: 19b ASK FAND ONE OTHER X'd BRAND, d. Why do you think (Parl more than other brands? Parliaments:: Marlboros:	OR: PARLIAN IF ANIT iaments, Mari	know	46-47-48-49-49-
pack carron 1 pack 37-1 1 carton 5 2 packs 2 2 cartons 6 3 - 9 packs 3 3 or more cartons 7 10 or more packs 4 Don't know 8 (not carton) 8 d. Where did you buy them? Drugstore 38-1 Vending machine 4 News-cigar stand or store 2 Other 5 Grocery store or supermarket 3 Don't know 6 9a. To your knowledge, is the price of some filter tip brands higher than others, or do they all cost the same amount? Some prices higher than others 39-1 (Ask b) All the same 2	don't you think they are to (RECORD ABOVE) IF RECORDED! IN: 19b ASK FAND ONE OTHER X'd BRAND, d. Why do you think (Parl more than other brands? Parliaments:: Marlboros:	OR: PARLIAN IF ANY aments, Marl Don't	know	46-47-49-50-51-

	•
20a. Here is a list of some of the materials that are used in the	21, Do you usually smoke a regular-size or a king-size cigarette?
filters of different brands of filter tip cirgarettes. (HAND RESPONDENT GREEN CARD) Which one of these do you think would do the best job of filtering?	Regular size61-1 Long-size (vol.)4
Best Worst	King-size2 Either5
Activated char-	In-between 3 Don't know 6
coal filter _52-1	- was always to make the sound of the same of the same than the same of the sa
Asbestos 2 2 2 Cellulose ace-	22 What is your occupation?
tate filter3 (Ask b)3 (Ask d)	3 5 = 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Cotton 4	Executive and professional62+1!
Purocel filter 6	Small business proprietor 2
None7)	White collar 3
(Skip to c)	Personal service and protective4
$\label{eq:total_state} \mathcal{E}_{ij} = \frac{1}{2} \frac{1}{ \psi_{ij} ^2 \sin \phi_i} + i \left(\frac{1}{2} \left($	Factory: labor:5
b. Do you happen to know a brand which uses that material in its filter? (Iff "yes") What brand?	Non-factory labor6
b. d.	Farm proprietor:
Has Has best worst	Farm labor: 8
Yes:	Housewife9
Du Maurier	Other 0
Encore2	
Herbert Tareyton: (filter):	23a. Are you married or single?
Kent44	
L & M5	Married63+1 (Ask b)
Mariboro 66	Single2
Old Gold (filter) 7	Divorced
	Widowed4
Parliamenti8i8	
. Regent 55-157-1	b. What brand of cigarettes does your (husband): (wife): smoke?
Sano (filter)2	Does not smoke cigarettes
Viceroy:33	Does not live with respondent (voll)
Vogue44	
Winston55	Smokes:
Other (filter)	Du Maurier65-1 Regent
, ,	Encore Sano (filter) 2
<u>No</u>	Herbert Tareyton Viceroy3
<u>Don't knov</u>	Kent 4i Vogue
c. Which one of the materials on the card do you think would	L & M
do the worst job of filtering (RECORD ABOVE)	Marlboro 6 Other filter 6
	Old Gold (filter)
d. Can you think of a brand which uses that material in its filter? (IF "yes")) What brand? (RECORD ABOVE)	
j state, they are moved	Parliamenti

BLUE SAME PRICE (and Parliament) 67-1 (A	1	BLUE SAME	· NECD		th . safeye
Charles which is the transfer of the contract	1	tand Parlia		* * •	.67–4(Ask) /
BLUE 4 (and Parliament) 2 (A	sk 25)		Parliament)		
RED (and Parliament)3 (A			arliament)		
Comments				£	
24. Parliament is considering making some changes in and 5 packages of the one they are thinking of	f changing to.	Illi call back: in-	Dout a week-al	ter you have	e had a cha
smoke both kinds and become familiar with them—	to see which t	ype you prefer. Wil	ien would be a g	ood time for	me to call?
25. Parliament is considering making some changes in					
and 5 packages of the one they are thinking of c Parliaments sell for about () around here about (). These new Parliaments would sel had a chance to smoke both kinds and become fa for me to call?	hile most: Il for (Winsto	brands of filter-tip), n price plus 4g	cigarettes, like: ' I'll call back in	Winstons for about a we	e example, se ek-after you
and 5 packages of the one they are thinking of c Parliaments sell for about () around here about (): These new Parliaments would sel had a chance to smoke both kinds and become fa for me to call?	while most If for (Winsto	brands of filter-tip), on price plus 2e	cigarettes, like: ' I'll! call back: in	Winstons for about a we	e example, se ek after you
Parliaments sell, for about (while most If for (Winsto	brands of filter-tip), in price plus 2¢ iem—to see which	cigarettes, like.' Illl call back: in type: you prefer.	Winstons for about a we When woul	r example,, se eek after you ld be a good
Parliaments sell, for about (while most If for (Winsto	brands of filter-tip), in price plus 2¢ iem—to see which	cigarettes, like: ' I'll! call back: in	Winstons for about a we When woul	r example,, se eek after you ld be a good
Parliaments sell, for about (while most If for (Winsto	brands of filter-tip), in price plus 2¢ iem—to see which	cigarettes, like.' Illl call back: in type: you prefer.	Winstons for about a we When woul	r example,, se eek after you ld be a good
Parliaments sell, for about () around here about (): These new Parliaments would sell had a chance to smoke both kinds and become fa for me to call?	while most If for (Winsto	brands of filter-tip), in price plus 2¢ iem—to see which	cigarettes, like.' Illl call back: in type: you prefer.	Winstons for about a we When woul	r example,, se eek after you ld be a good
Parliaments sell, for about () around here about (): These new Parliaments would sell had a chance to smoke both kinds and become fa for me to call?	while most If for (Winsto	brands of filter-tip), in price plus 2¢ iem—to see which	cigarettes, like.' Illl call back: in type: you prefer.	Winstons for about a we When woul	r example,, se eek after you ld be a good
Parliaments sell for about () around here about (): These new Parliaments would sell had a chance to smoke both kinds and become fafor me to call?	while most If for (Winsto	brands of filter-tip), in price plus 2¢ iem—to see which	cigarettes, like.' Illl call back: in type: you prefer.	Winstons for	r example,, se eek after you ld be a good
Parliaments sell, for about () around here about (): These new Parliaments would sell had a chance to smoke both kinds and become fa for me to call?	while most If for (Winsto	brands of filter-tip), in price plus 2¢ iem—to see which	cigarettes, like: IIII call back: in type you prefer.	Winstons for	r example, seek after you
Parliaments sell for about () around here about (): These new Parliaments would sell had a chance to smoke both kinds and become fa for me to call?	while most If for (Winsto	brands of filter-tip) on price plus 2¢ iem—to see which	cigarettes, like: IIII call back: in type you prefer.	Winstons for about a wee When would	r example, seek after you
Parliaments sell for about () around here about (); These new Parliaments would sell had a chance to smoke both kinds and become fa for me to call?	while most If for (Winsto	brands of filter-tip) in price plus 2c iem—to see which	cigarettes, like: IIII call back: in type you prefer.	Winstons for about a we When would be well a we would be well a we will be with a well	r example, seek after you
Parliaments sell for about () around here about (): These new Parliaments would sell had a chance to smoke both kinds and become fa for me to call?	while most If for (Winsto	brands of filter-tip) in price plus 2c iem—to see which	cigarettes, like: I'll: call back: in type: you prefer. FACTI 68-1	JAU Economic A	example, seek after you
Parliaments sell for about () around here about (); These new Parliaments would sell had a chance to smoke both kinds and become fa for me to call?	while most If for (Winsto	brands of filter-tip) in price plus 2c iem—to see which	cigarettes, like: I'll: call back: in type: you prefer. FACTI 68-1	JAU Economic A C C	example, seek after you
Parliaments sell for about () around here about (); These new Parliaments would sell had a chance to smoke both kinds and become fa for me to call?	while most If for (Winsto	Sex: Maie Female	cigarettes, like: I'll: call back: in type: you prefer. FACTI 68-1	JAU Economic A C C	example, seek after you
Parliaments sell for about () around here about (): These new Parliaments would sell had a chance to smoke both kinds and become fa for me to call?	while most If for (Winsto	Sex: Maie Female Age:: 18-24	rigarettes, like. Illi call back in type you prefer. FACTU 68-1	Winstons for about a wee When would be a wee When would be a wee When would be a week when we were a week when we were a week when we will be a week when we were a week when we will be a weak which will be a weak when we will be a weak which will be a weak when we will be a weak which which will be a weak which will be a weak which will be a wi	example, seek after you
Parliaments sell for about () around here about (): These new Parliaments would sell had a chance to smoke both kinds and become fa for me to call?	while most If for (Winsto	Sex:: Maie Female Age:: 18-24	EACTU	JAU Economic A B C D Race:	example, seek after you
Parliaments sell for about () around here about (): These new Parliaments would sell had a chance to smoke both kinds and become fa for me to call?	while most If for (Winsto	Sex:: Maie Female Age:: 18-24	EACT(10	JAU Economic A B C D Race: White	example, seek after you ld be a good
Parliaments sell for about () around here about (): These new Parliaments would sell had a chance to smoke both kinds and become fa for me to call?	while most If for (Winsto	Sex: Maie Female Age:: 18:24 25:34 35:49	EACTU FACTU 68-1 2 68-3 4 5	JAU Economic A B C D Race: White	example, seek after you id be a good

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(PRICE DIFFERENT)	(PRICE SAME)
We are testing several different kinds of cigarettes so I'd like	282. How many of the cigarettes of each of the two different
to check to see just which ones I gave you. I think I gave you some packages of the existing Parliaments which sell for about	types have you smoked?
() around here and some of a new type which would sell	Present New
for () instead of () like Winstons or Mariboros. Is that correct?	None11-1 (Ask b)11-6 (Ask b)
28a. How many of the cigarettes of each of the two different	Less than I pack
types have you smoked?	1 to less than 3 packs 3
Present New	3 packs or over4
None 11-1 (Ask b) 1146 (Ask b)	Don't know5/
Less than 1 pack	<i>[</i>
27 3 packs or over 40 9 (27)	b. Why haven't you smoked any of (these, the) cigarettes?
Don't know 5	Present
59	J
b. Why haven't you smoked any of (these, the) cigarettes?	12- 1- 12- 11- 11- 11- 11- 11- 11- 11- 11- 1
Nutero Present - eras erwai, porse disekwarusa diserukin organia i emelekini er maan use gorgi i selah suku ka sukeri sahir ka usori sula i ini hisu ini sa 124	a programma Wroken. But weaply there is a final District 134-
rediments the day a pro- for oil good flam to the same	Don't know13-Y
	New
New New 134-Y	14-
14-	15-
2004. AS 1980 10 44 11 15-	Don't know
Don't know15-Y	Don't History
Both	Both:
16-	16–
17-	17-
Don't know:17-Y	Don'tiknow17-Y:
IF SMOKED NO NEW PARLIAMENTS, TERMINATE	IF SMOKED NO NEW PARLIAMENTS, TERMINATE:
29a: Leaving: aside, the difference in price, which of the two cigarettes do: you like better?	
<u>a.</u> <u>d.</u>	30a: Everything considered], which of the two types we gave do: you like the best?
Present:18-1 (Aik b)18-5 (Skip) to 32)	Present18-1 (Ask:b):
New 2 (Skip 6: (Ask e)	New2 (Skip to 31)
	No preference 3)
No difference 3 (Skip XXXX (Skip Don't know 4 to d) 8 to 32)	Don't know
b. Would you say you liked the present Parliaments at lot:	b. Would you say you like the present Parliaments a lot:
better or only a little better than the new Parliaments? Lot better19-1	better, or only a little better than the new Parliaments?
Little better2!	Lot better
Denit know3	Little better2
c. Why did you like the present Parliaments better than the new ones?"	Don't know3
20–	c. Why do you like the present Parliaments better than the
21⊢	new ones?
Don't know21-Y	<i>f</i>
d. Now considering everything, taste, price, package and filter,	20-
which do you think you would prefer to smoke? (RECORD ABOYE):	Jeur_
e. Why would you smoke those instead of the present: Parlia-	((Skip
ti willy, would you omence there are	> to:
ments?	
ments?	320
ments?	320
ments?	320

or only a little better than the present Parliaments a lot better	36. Here is a card with a list of words and phrases on it. Which of these words or phrases would you use to describe the new
Lot better19-1	Parliaments? (HAND RESPONDENT YELLOW CARD)
· · · · · · · · · · · · · · · · · · ·	11 Tastes like a real cigarette30-1
Little better2	2. Man's cigarette2
Don't know3	3. The cleanest smoke3
	4. Fligh Class
	5. Snobbish:5
b. Why do you like these new Parliaments better than the	6. Poorly made6
present Parliaments?	7. Too expensive:7
The state of the s	8. Good value for money8
र्वा का कर प्रोप्ति विश्ववक्रमध्योत्रालक को कार्यमञ्जूषे स्टीपार कि र छि । 🖫	
্রে ক ৯০০ টাইট টাইচেক্সমূহিল-তর আন এলাক্সমূর কালে জিলা টিলা টিলা লাক্ষ্যীত বা কাল্যাক্সমূহ লাল্যাক্স লাল্যাক্স - স্টানিক্স কিল্যাক্সমূহ লাল্যাক্সমূহ	9. Hard to draw on 9
	10. Good flavor0: 11. Not: enough tasteX
1303 By 19-78	12. More attractive tip
50 JS 801 50 21-	
and the control of th	13. Too strong31-1.
1. Farth 82 A Charles of Life	14. Superior quality2
	15: Odd or peculiar taste3: 16: Mild4
Don't know21-Y	· ·
Charge with the Secretary Control of the Secre	17. Up-to-date5
1.7°	18. Distinctive 6
ASK: EVERYONE:	19. Satisfying:
2a. How did these new Parliaments compare to your regular	20. Easy to draw on 8.
brand? Would you say, you liked them a lot better than	21: Popular with women 9:
your regular brand, only a little better, about the same,	22. For me
not quite as well or not nearly as well as your regular brand?	23. Not for me X
Lot better24-1	
Little better	None: or don't know Y:
About the same3	37a. Which of the two types of Parliament did you think: was
	better as far as taste or flavor is concerned?
Not quite as well	Present 32-1)
Not nearly, as, well5	Present 32-1 (Ask b) New 2
Don't: know 6: [Ask b.]	
Profit Control Control	No. difference or don't know 3 (Skip to 38)
b. If these new Parliaments were available at (Post, 24) more than your present brand, do you think you would switch	b. Why do you think that one has the better taste or flavor?
to them.or. would you continue to smoke your present regu- lar brand?	33-
Switch to: Parliament	34+
Continue with present	• · · · · · · · · · · · · · · · · · · ·
Don't know 3	Don't know34+Y
, 4:- ,t	
QUESTIONS 33, 34 OMITTED ON THIS FORM.	382. Just as far as appearance is concerned, which of the two do you feel has the best locking package (leaving ande the way it works)?
	D
35. What things, if: any, don't you particularly like: about: the:	Present 35-1 (Ask b)
new Parliaments?	New2)
	No difference or don't know 3: (Skip to 39)
28-	B. Why do you think that one is the best looking?
	36
29–	•
•	37.–
Don't know 29-Y	
	Don't know

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e.,		
39ai As far	as: the boxes themselves go, forgetting the colors ttering, which do you like best as a package for ciga-	
rettes:	का कर्मान है। है जिस्सी हिंदिन है विकास कि देश मार एक	
an years of a	Present 38-1	45-
₹	New2	••
(1) € (1) (1) (1) (1) (1) (1) (1) (1) (1) (1)	No difference or don't know 3 (Skip to 40)	1 St. Same of a graph consider the control of the c
	o you like that box best?	40-
ده استوریوست گاری در	Sugar state of the Michigan Control	The state of the s
	Enwirth M. A.	Don't know46-1
្នុ 🥇 ប្រទេស ប	Section of the second of the s	
3		42a. How about the length of the two cigarettes? Did you notic
0	(a) (b) (1) (r) (1)	any. difference. in the length?
	The state of the s	Yes47-1 (Ask b)
A Title	Don't know40-Y	
*	Dou taken	No2
40a. Did yo	unotice any difference in the filters in the two types arettes? (If "yes") Which did you like better, or	(5kip to 43)
of cig	arettes? (If "yes") Which did you like better, or it make any difference?	Don't know3)
	Yes and a comment of the control of	A Section of the sect
-		b. Which did you prefer as far as length goes?
4	Present 41-1 (Ask b)	. Present 47:
	New2)	
	Don't know but noticed difference:	New
	} (Skip to 41.).	Don'é: know
	No-didn't notice difference 4)	Don't know
b. Why	did you like that one better?	43. Would you be inclined to recommend the new Parliamen
*:		to: a friend?
	42÷	Yes48
	•	
	43-	No:
		Don't know
	Don't know43-Y	444. (FOR THOSE NOT TOUD OF PRICE DIFFERENTIA
41a. Both	of these cigarettes had what they call "recessed"	Would you expect these new Parliaments to sell for mo
filters,	the filter material doesn't come all the way out to id of the cigarette. Which do you prefer, recessed	than the present Parliaments, less than the present Parli
Elters	like these, or filter tips where the filter material is	ments or at the same price?
c ut∶of	f even with the end of the cigarette?	More 49-1
	Recessed44-1 (Ask b)	Liess
·	Even with end2 (5kip to c)	
•	Don't know 3 (Skip to 42)	Same price3)
L Wil	do you like recessed filters better?"	(Terminate
b. why	no you like recessed nitems better:	Don't know4/
	and the state of t	
	45-	b. Why do you say that?
	(Skib	
	(SEID):	50-
	46- (42):	
	<i>\f</i>	51-
		1
	Don't know46-Y	
	Don't know46-Y	Den't know 5.14-7